

AMENDMENT OF THE CLAIMS:

Please cancel claims 396-438 without prejudice or disclaimer, and add new rewritten claims 439-477 as follows:

Claims 1-438 (canceled)

Claim 439 (new): An Internet-based electronic commerce (EC) enabled shopping network allowing members of a consumer product management team to communicate directly with consumers shopping along EC-enabled market space on the World Wide Web (WWW), including EC-enabled WWW-sites, EC-enabled stores and EC-enabled online product catalogs, said Internet-based EC-enabled shopping network comprising:

a plurality of e-commerce enabled information servers supporting a plurality of EC-enabled market spaces selected from the group consisting of EC-enabled WWW-sites, EC-enabled stores and EC-enabled online product catalogs, wherein each said EC-enabled market space includes a plurality of HTML-encoded pages containing images and/or text descriptions of a plurality of consumer products which are offered for purchase and sale by an EC-enabled payment method supported over the Internet;

a first Web-based subsystem for allowing product management team members, associated with a particular consumer product or group of consumer products, and/or authorized parties, to create and deploy a plurality of Web-based Multi-Mode Virtual Kiosks (MMVKs) for said plurality of consumer products that are offered for purchase and sale along said EC-enabled market spaces, so that said plurality of MMVKs can be installed in and launched from said plurality of said HTML-encoded pages located along said EC-enabled market spaces, and accessible by consumers using a Web browser;

wherein each said MMVK is implemented by (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW, and (ii) a MMVK tag that references said computer-executable server-side component and is embeddable within any of said HTML-encoded pages located along said EC-enabled market spaces, and

wherein each said MMVK, when generated by said first Internet-enabled information server, has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) menu display mode for displaying a set of CPI resources arranged for selection by consumers using said Web browser;

a plurality of Web-based information servers operably connected to the WWW, for storing and serving said one or more advertising spots, said one or more promotional spots and said set of CPI resources to said Web browser, for display to consumers through said plurality of independently programmable display modes of each said MMVK;

a second Web-based subsystem for allowing product management team members to independently program said set of CPI resources displayable during said CPI menu display mode of each said installed MMVK; and

a third Web-based subsystem for allowing members of the product management team to independently program the advertising and promotional display modes of each MMVK with one or more advertising and promotional spots, as a particular marketing and/or merchandising program may require;

wherein, upon the Web-browser of each consumer encountering one said installed MMVK tag along said EC-enabled market space, the computer-executable server-side component corresponding to the MMVK tag is automatically executed and the corresponding MMVK is generated by said first Internet-enabled information server and served to the Web browser, for display and review by the consumer shopping along the EC-enabled market space.

Claim 440 (new): The Internet-based EC-enabled shopping network of claim 439, wherein said second Web-based subsystem allows members of the product management team of any said consumer product to create and manage a consumer product information (CPI) link structure, for each said consumer product, comprising the following items:

- (i) a Universal Product Number (UPN) assigned to the consumer product;
- (ii) a Trademark (TM) assigned to the consumer product; and

(iii) a set of URLs for a plurality of consumer product information (CPI) resources located on the WWW, that can be selected to program said set of consumer product information resources for the consumer product.

Claim 441 (new): The Internet-based EC-enabled shopping network of claim 440, wherein, for each MMVK created and deployed for each said consumer product, the computer-executable server-side component associated with the MMVK comprises the UPN assigned to said consumer product.

Claim 442 (new): The Internet-based EC-enabled shopping network of claim 440, wherein, for each MMVK created and deployed for each said consumer product, the MMVK tag associated with the MMVK is indexed using the UPN assigned to said consumer product.

Claim 443 (new): The Internet-based EC-enabled shopping network of claim 439, wherein, for each MMVK created and deployed for a particular said consumer product, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 444 (new): The Internet-based EC-enabled shopping network of claim 440, wherein said CPI link structure further comprises, for each consumer product,

(iv) a Product Descriptor (PD) associated with the consumer product; and
(v) a set of display attributes associated with each consumer product information resource in said CPI link structure.

Claim 445 (new): The Internet-based EC-enabled shopping network of claim 439, wherein said set of CPI resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 446 (new): The Internet-based EC-enabled shopping network of claim 444, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 447 (new): The Internet-based EC-enabled shopping network of claim 440, wherein after a CPI link structure has been initially created for one said consumer product using said second Web-based subsystem, then a member of the product management team can create and deploy one or more MMVKs for said consumer product using said first Web-based subsystem, and then program the advertising and promotional display modes of said one or more MMVKs.

Claim 448 (new): The Internet-based EC-enabled shopping network of claim 444, wherein a supply-chain information management system is used to import said Universal Product Number (UPN), said Trademark (TM) and said Product Descriptor (PD) associated with each said CPI link structure, into a database supported on said Internet-based EC-enabled shopping network.

Claim 449 (new): The Internet-based EC-enabled shopping network of claim 439, wherein said Web browser of at least one consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and mobile computer, and physical retail kiosk.

Claim 450 (new): The Internet-based EC-enabled shopping network of claim 439, wherein said Web browser of at least one consumer encountering one said MMVK tag further comprises the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 451 (new): The Internet-based EC-enabled shopping network of claim 439, wherein said plurality of consumer products are registered with said Internet-based EC-enabled shopping network.

Claim 452 (new): The Internet-based EC-enabled shopping network of claim 439, wherein said authorized parties include members selected from the group consisting of agents of the manufacturer of said consumer products, and retail trading partners of the manufacturers.

Claim 453 (new): An Internet-based electronic commerce (EC) enabled shopping network allowing members of a consumer product management team to communicate directly with consumers shopping along EC-enabled market space on the World Wide Web (WWW), including EC-enabled WWW-sites, EC-enabled stores and EC-enabled online product catalogs, said Internet-based EC-enabled shopping network comprising:

a plurality of e-commerce enabled information servers supporting a plurality of EC-enabled market spaces selected from the group consisting of EC-enabled WWW-sites, EC-enabled stores and EC-enabled online product catalogs, wherein each said EC-enabled market space includes a plurality of HTML-encoded pages containing images and/or text descriptions of a plurality of consumer products which are offered for purchase and sale by an EC-enabled payment method supported over the Internet;

a first Web-based subsystem for allowing product management team members, associated with a particular consumer product or group of consumer products, and/or authorized parties, to create and deploy a plurality of Web-based Multi-Mode Virtual Kiosks (MMVKs) for said plurality of consumer products that are offered for purchase and sale along said EC-enabled market spaces, so that said plurality of MMVKs can be installed in and launched from said plurality of said HTML-encoded pages located along said EC-enabled market spaces, and accessible by consumers using a Web browser;

wherein each said MMVK is implemented by (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW, and (ii) a MMVK tag that references said computer-executable server-side component and is embeddable within any of said HTML-encoded pages located along said EC-enabled market spaces, and

wherein each said MMVK, when generated by said first Internet-enabled information server, has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) menu display mode for displaying a set of CPI resources arranged for selection by consumers using said Web browser;

a second Internet-enabled information server for serving a library of MMVK tags on the WWW, for said plurality of consumer products;

wherein each said MMVK tag in said library is accessible from said second Internet-enabled information server for installation in at least one said HTML-encoded page located along said EC-enabled market space, by embedding the MMVK tag in said at least HTML-based page;

a plurality of Web-based information servers operably connected to the WWW, for storing and serving said one or more advertising spots, said one or more promotional spots and said set of CPI resources to said Web browser, for display to consumers through said plurality of independently programmable display modes of each said MMVK;

a second Web-based subsystem for allowing brand management team members to independently program said set of CPI resources displayable during said CPI menu display mode of each said installed MMVK; and

a third Web-based subsystem for allowing members of the brand management team to independently program the advertising and promotional display modes of each MMVK with one or more advertising and promotional spots, as a particular marketing and/or merchandising program may require;

wherein, upon the Web-browser of each consumer encountering one said installed MMVK tag along said EC-enabled market space, the computer-executable server-side component corresponding to the MMVK tag is automatically executed and the corresponding MMVK is generated by said first Internet-enabled information server and served to the Web browser, for display and review by the consumer shopping along the EC-enabled market space.

Claim 454 (new): The Internet-based EC-enabled shopping network of claim 453, wherein said second Web-based subsystem allows members of the product management team of any said consumer product to create and manage a consumer product information (CPI) link structure, for each said consumer product, comprising the following items:

- (i) a Universal Product Number (UPN) assigned to the consumer product;
- (ii) a Trademark (TM) assigned to the consumer product; and

(iii) a set of URLs for a plurality of consumer product information (CPI) resources located on the WWW, that can be selected to program said set of CPI resources for the consumer product.

Claim 455 (new): The Internet-based EC-enabled shopping network of claim 454, wherein, for each MMVK created and deployed for one said consumer product, the computer-executable server-side component associated with the MMVK comprises the UPN assigned to the consumer product.

Claim 456 (new): The Internet-based EC-enabled shopping network of claim 454, wherein, for each MMVK created and deployed for each said consumer product, the MMVK tag associated with the MMVK is indexed using the UPN assigned to said consumer product.

Claim 457 (new): The Internet-based EC-enabled shopping network of claim 453, wherein, for each MMVK created and deployed for said consumer product, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 458 (new): The Internet-based EC-enabled shopping network of claim 454, wherein said CPI link structure further comprises, for each consumer product,

(iv) a Product Descriptor (PD) associated with the consumer product; and
(v) a set of display attributes associated with each consumer product information resource in said CPI link structure.

Claim 459 (new): The Internet-based EC-enabled shopping network of claim 453, wherein said set of CPI resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 460 (new): The Internet-based EC-enabled shopping network of claim 458, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 461 (new): The Internet-based EC-enabled shopping network of claim 454, wherein after a CPI link structure has been initially created for one said consumer product using said second Web-based subsystem, then a member of the product management team can create and deploy one or more MMVKs for said consumer product using said first Web-based subsystem, and then program the advertising and promotional display modes of said one or more MMVKs.

Claim 462 (new): The Internet-based EC-enabled shopping network of claim 458, wherein a supply-chain information management system is used to import said Universal Product Number (UPN), said Trademark (TM) and said Product Descriptor (PD) associated with each said CPI link structure, into a database supported on said Internet-based EC-enabled shopping network.

Claim 463 (new): The Internet-based EC-enabled shopping network of claim 453, wherein said Web browser of at least one said consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and mobile computer, and physical retail kiosk.

Claim 464 (new): The Internet-based EC-enabled shopping network of claim 453, wherein said Web browser of at least one said consumer encountering one said MMVK tag further comprises the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 465 (new): The Internet-based EC-enabled shopping network of claim 453, wherein said plurality of consumer products are registered with said Internet-based EC-enabled shopping network.

Claim 466 (new): The Internet-based EC-enabled shopping network of claim 453, wherein said authorized parties include members selected from the group consisting of (i) agents of the manufacturers of said consumer products, and (ii) retail trading partners of said manufacturers.

Claim 467 (new): An Internet-based electronic commerce (EC) enabled shopping network allowing members of a consumer product management team to communicate directly with consumers shopping along EC-enabled market space on the World Wide Web (WWW), including EC-enabled WWW-sites, EC-enabled stores and EC-enabled online product catalogs, said Internet-based EC-enabled shopping network comprising:

a plurality of e-commerce enabled information servers supporting a plurality of EC-enabled market spaces selected from the group consisting of EC-enabled WWW-sites, EC-enabled stores and EC-enabled online product catalogs, wherein each said EC-enabled marketspace includes a plurality of HTML-encoded pages containing images and/or text descriptions of a plurality of consumer products which are offered for purchase and sale by an EC-enabled payment method supported over the Internet;

a first Web-based subsystem for allowing product management team members, associated with a particular consumer product or group of consumer products, and/or authorized parties, to create and deploy a plurality of Web-based Multi-Mode Virtual Kiosks (MMVKs) for said plurality of consumer products that are offered for purchase and sale along said EC-enabled market spaces, so that said plurality of MMVKs can be installed in and launched from said plurality of said HTML-encoded pages located along said EC-enabled market spaces, and accessible by consumers using a Web browser;

wherein each said MMVK is implemented by (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW, and (ii) a MMVK tag that references said computer-executable server-side component and is embeddable within any of said HTML-encoded page located in said EC-enabled market space;

wherein each said MMVK, when generated by said first Internet-enabled information server, has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) menus display mode for displaying a set of CPI resources arranged for selection by consumers using said Web browser;

a plurality of Web-based information servers operably connected to the WWW, for storing and serving said one or more advertising spots, said one or more promotional spots and said set of CPI resources to said Web browser, for display to consumers through said plurality of independently programmable display modes of each said MMVK;

a second Web-based subsystem for allowing members of the product management team to independently program the advertising display mode of each MMVK with one or more advertising spots;

a third Web-based subsystem for allowing members of the product management team to independently program the promotional display mode of each MMVK with one or more promotional spots; and

a fourth Web-based subsystem for allowing members of the product management team to independently program the consumer product information display mode of each MMVK with said set of CPI resources arranged for selection by consumers using said web browser;

wherein, upon the Web-browser of each consumer encountering one said installed MMVK tag along said EC-enabled market spaces, the computer-executable server-side component corresponding to the MMVK tag is automatically executed and the corresponding MMVK is generated from said Internet-enabled information server and served to the Web browser, for display and review by the consumer shopping along said EC-enabled market space.

Claim 468 (new): The Internet-based EC-enabled shopping network of claim 467, wherein said fourth Web-based subsystem allows members of the product management team to create and manage a consumer product information (CPI) link structure, for each said consumer product, comprising the following items:

(i) a Universal Product Number (UPN) assigned to the consumer product;

(ii) a Trademark (TM) assigned to the consumer product; and

(iii) a set of URLs for a plurality of consumer production information (CPI) resources located on the WWW, that can be selected to program said set of CPI resources for the consumer product.

Claim 469 (new): The Internet-based EC-enabled shopping network of claim 468, wherein, for each MMVK created and deployed for each said consumer product, the computer-executable

server-side component associated with the MMVK comprises the UPN assigned to the consumer product.

Claim 470 (new): The Internet-based EC-enabled shopping network of claim 468, wherein, for each MMVK created and deployed for each said consumer product, the MMVK tag associated with the MMVK is indexed using the UPN assigned to the consumer product.

Claim 471 (new): The Internet-based EC-enabled shopping network of claim 467, wherein, for each MMVK created and deployed for a particular said consumer product, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 472 (new): The Internet-based EC-enabled shopping network of claim 468, wherein said CPI link structure further comprises, for each consumer product,

- (iv) a Product Descriptor (PD) associated with the consumer product; and
- (v) a set of display attributes associated with each consumer product information resource in said CPI link structure.

Claim 473 (new): The Internet-based EC-enabled shopping network of claim 467, wherein said set of CPI resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 474 (new): The Internet-based EC-enabled shopping network of claim 467, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 475 (new): The Internet-based EC-enabled shopping network of claim 468, wherein after a CPI link structure is initially created for each said consumer product using said fourth Web-based subsystem, then product management team members create and deploy one or more MMVKs for the consumer product using said first Web-based subsystem, and programming the display modes of the MMVK using said second, third, and fourth Web-based subsystems.

Claim 476 (new): Internet-based EC-enabled shopping network of claim 472, wherein a supply-chain information management system imports said Universal Product Number (UPN), said Trademark (TM) and said Product Descriptor (PD) associated with each said CPI link structure, into a database supported on said Internet-based EC-enabled shopping network.

Claim 477 (new): The Internet-based EC-enabled shopping network of claim 467, wherein the Web browser of at least one consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and mobile computer, and physical retail kiosk.

Claim 478 (new): The Internet-based EC-enabled shopping network of claim 467, wherein said Web browser of at least one consumer encountering one said MMVK tag further comprises the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 479 (new): The Internet-based EC-enabled shopping network of claim 467, wherein said plurality of consumer products are registered with said Internet-based EC-enabled shopping network.

Claim 480 (new): The Internet-based EC-enabled shopping network of claim 467, wherein said authorized parties include members of the group consisting of agents of manufacturers of said consumer products, and retail trading partners of said manufacturers.